11th International Conference

Innovative Seating 2016

Customer expectations - Light weight - Smart textiles - Emissions - Comfort

15 - 18 February 2016 | Hilton Hotel, Dusseldorf, Germany
5 Reasons to visit the conference

1. Find out about **smart textiles** products that enhance automotive seat comfort to differentiate from competitors.

2. Discuss about the **assessment of emissions** in automotive interior space to **fulfill OEMs’ stringent limits** on the maximum level of volatile organic compounds (VOC).

3. Learn about **lightweight performance** in seat structures and frames without compromising structural and safety performance.

4. Get insights on new technologies and methods to **enhance comfort** to fulfill **customer expectations**.

5. Discover how to overcome the conflict between **cost reduction** and the use of **new materials** by assessing pros and cons of different materials.

---

What will you experience on site?

**Who is Who**
Discover who else is participating in the conference and learn about your peers. This matchmaking wall will help you identify the participants you want to meet on site.

**Speed Networking**
Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

**Panel Discussion**
Steer this interactive panel discussion with your questions to our panel of experts and use the opportunity for further discussion.

**Evening get-together**
IQPC invites you to a joint evening get-together. Take this opportunity to network and make new business contacts. Or just to relax and round off your first conference day.

---

To Register | T  +49 (0)30 20 91 33 88 | F  +49 (0)30 20 91 32 10 | E  eq@iqpc.de | www.seating-conference.com/MM
YKK has produced fastening products for more than 80 years in over 71 countries worldwide. YKK is working to develop and deliver quality products, creativity, flexibility and high performance enabling to meet customers needs. With its global headquarters in Japan, YKK fastening products are used around the world, and continue to meet the challenges of their customers to increase the value of their brand and create new demand for their products. YKK is developing innovation fasteners to achieve car seating style, weight and cost requirements, they have a proven product portfolio in the automotive field and continue to investigate new fastening solutions which are focused on cost effectiveness whilst ensuring quality is never compromised.

Saint-Gobain Performance Plastics provides with its parts a unique combination of benefits around smart design, perfect fit, noise free and long life for high volume international OEMs in the automotive industry and other markets. Backed by a heritage of product innovation, technology, advanced materials and market leadership, they are dedicated to working with customers using their extensive engineering expertise to deliver standard and custom solutions in NORGLIDE® Bearings and RENCOL® Tolerance Rings that upgrade the technical systems of customers more than it is expected from a regular sliding bearing or tolerance ring. In simple terms: Making small parts. Making a big difference.

Saint-Gobain Performance Plastics
Am Nordkanal 37
47877 Willich
Germany
Phone: +49 2154 60 214
Fax: +49 2154 60 210
E-Mail: annette.gurdon@saint-gobain.com

www.makingabigdifference.com

Gentherm GmbH
Rudolf-Diesel-Strasse 12
D-85235 Odelzhausen
Phone: +498134933403.
Fax: +49 8134 933-299
E-mail: christoph.braun@gentherm.com

www.gentherm.com

Gentherm is a global developer and marketer of innovative thermal management technologies for a broad range of heating and cooling and temperature control applications. Automotive products include actively heated and cooled seat systems and cup holders, heated and ventilated seat systems, thermal storage bins, heated automotive interior systems (including heated seats, steering wheels, armrests and other components); cable systems and other electronic devices. The Company’s advanced technology team is developing more efficient materials for thermoelectric and systems for waste heat recovery and electrical power generation for the automotive market that may have far-reaching applications for consumer products as well as industrial and technology markets. Gentherm has more than 9,000 employees in facilities in the U.S., Germany, Canada, China, England, Hungary, Japan, Korea, Malta, Mexico and Ukraine. Work is underway to add additional facilities in Macedonia and Vietnam. For more information, go to www.gentherm.com.”

Reell Precision Manufacturing provides high-quality innovative solutions to transmit torque, control angular position and protect delicate components from excessive force. Combining the world’s most precisely controlled torque technology with the industry’s most experienced engineering team provides a perfect product fit in customer applications. Reell’s patented technology is widely used in the consumer electronics, automotive, aircraft interiors, medical technology, workstation furniture, kiosk/data terminal, and architectural lighting industries. Reell offers transportation seating solutions for positioning headrests, armrests, leg rests, and entertainment components such as video screens and meal trays for both seatback mounting and in-arm storage. For seating comfort you can rely on Reell Precision technology, which is used in premium automotive and aviation solutions worldwide for many years.

YKK Europe, Ltd
Kirchhofstrasse 52
42327 Wuppertal
Germany
Phone: +49 202 275 55 15
www.ykkfastening.com/tfm/

Saint-Gobain Performance Plastics
Am Nordkanal 37
47877 Willich
Germany
Phone: +49 2154 60 214
Fax: +49 2154 60 210
E-Mail: annette.gurdon@saint-gobain.com

www.makingabigdifference.com

Reell Precision Manufacturing Netherlands BV
Reell Precision Manufacturing BV
Business Park Stein 118
NL-6181 MA Elsloo
Phone: +31(0) 464269169
E-mail: mzantinge@reell.nl
www.reell.nl

YKK Europe, Ltd
Kirchhofstrasse 52
42327 Wuppertal
Germany
Phone: +49 202 275 55 15
www.ykkfastening.com/tfm/

Saint-Gobain Performance Plastics
Am Nordkanal 37
47877 Willich
Germany
Phone: +49 2154 60 214
Fax: +49 2154 60 210
E-Mail: annette.gurdon@saint-gobain.com

www.makingabigdifference.com

Gentherm GmbH
Rudolf-Diesel-Strasse 12
D-85235 Odelzhausen
Phone: +498134933403.
Fax: +49 8134 933-299
E-mail: christoph.braun@gentherm.com

www.gentherm.com

Gentherm is a global developer and marketer of innovative thermal management technologies for a broad range of heating and cooling and temperature control applications. Automotive products include actively heated and cooled seat systems and cup holders, heated and ventilated seat systems, thermal storage bins, heated automotive interior systems (including heated seats, steering wheels, armrests and other components); cable systems and other electronic devices. The Company’s advanced technology team is developing more efficient materials for thermoelectric and systems for waste heat recovery and electrical power generation for the automotive market that may have far-reaching applications for consumer products as well as industrial and technology markets. Gentherm has more than 9,000 employees in facilities in the U.S., Germany, Canada, China, England, Hungary, Japan, Korea, Malta, Mexico and Ukraine. Work is underway to add additional facilities in Macedonia and Vietnam. For more information, go to www.gentherm.com.”

Reell Precision Manufacturing provides high-quality innovative solutions to transmit torque, control angular position and protect delicate components from excessive force. Combining the world’s most precisely controlled torque technology with the industry’s most experienced engineering team provides a perfect product fit in customer applications. Reell’s patented technology is widely used in the consumer electronics, automotive, aircraft interiors, medical technology, workstation furniture, kiosk/data terminal, and architectural lighting industries. Reell offers transportation seating solutions for positioning headrests, armrests, leg rests, and entertainment components such as video screens and meal trays for both seatback mounting and in-arm storage. For seating comfort you can rely on Reell Precision technology, which is used in premium automotive and aviation solutions worldwide for many years.
Tempronics’ patented seat climate dramatically improves comfort and vehicle efficiency. Our product has been tested in hybrid, electric, and standard vehicles to achieve faster response, better uniformity, and full durability at a competitive cost. Interior styling is not constrained. The US DOE measured HVAC load reductions of 36% to 43%.

OUTOKUMPU EMEA GmbH
Oberschlesienstraße 16, HV Room 320
47807 Krefeld
Germany
Phone: +49 2151 83 3615
Fax: +49 2151 83 4615
E-Mail: Barbara.Homann@outokumpu.com

Outokumpu is a leading global manufacturer of stainless steel. Recyclable, corrosion-resistant, maintenance-free, durable: stainless steel is an ideal material for a wide range of demanding applications. Outokumpu’s Forta H-Series, a newly developed group of lightweight materials, fulfill the high weight and safety demands of automotive engineering.

Ziegler
J.H. Ziegler GmbH
Fabrikstr. 2
77855 Achern
Germany
Phone: +49 7841 2027 0
Fax: +49 7841 2027 900
E-mail: info@ziegler.eu

J.H. Ziegler GmbH is a producer of nonwoven textile materials which are in use as seat – backings for crease – free seats. HACOflex®, our nonwoven – foam composite for seating application is THE problem solver for leather laminates. It is also usable for sewing to leather or lamination to fabrics or PVC.

Stahl Holdings BV
Slusweg 10
5145 PE Waalwijk
Netherlands
info@stahl.com

Stahl is leading in process chemicals for leather products, performance coatings and Polymers. We offer a wide range of solutions to the automotive, apparel & accessories, home furnishing, leisure & lifestyle industry and for industrial solutions. With more than 1,800 employees in 23 countries at 11 manufacturing sites and 38 laboratories, Stahl realized an annual turnover of over 600 million euro in 2015. With its innovation power, expertise and range of technical solutions Stahl is able to deliver best in class solutions and services to respond even better to client needs and secure a more sustainable future.

Siemens Product Lifecycle Management Software Inc.
200 Fifth Avenue
Waltham
MA 02451
USA
Phone: +1 (781) 907 97 49
E-Mail: amy.robinson@siemens.com

Software solutions from Siemens PLM Software enable engineers, analysts and manufacturers to unravel the complexities that composite materials introduce by supporting the entire composites product development process, from design and analysis through simulation and manufacturing. These solutions speed development time, simplify change management, improve product quality and ensure a repeatable manufacturing process. The result: higher-performing, lower-weight products that are delivered on time and on budget.

Be more than a name on a business card. Stand out as a sponsor or exhibitor.

This event provides a unique platform which encourages open conversation between practitioner and solution-provider. We take the time to get to know our customers so that we can help you navigate through the audience to find the best matches in terms of need and buying power.
A “must-attend” event for businesses which have a service or solution that would bring benefit to the audience. To find out more about the outstanding sponsorship and exhibition opportunities available at this event contact Andreas Wibowo on:
+49 (0)30 20 91 32 12 or email andreas.wibowo@iqpc.de

www.stahl.com
www.tempronics.com
www.outokumpu.com
www.ziegler.eu
www.siemens.com
Meet the following experts among others:

Dr. Olaf Biedermann, Director Innovation Europe Faurecia dWorks, Faurecia Autositze GmbH, Germany

Peter Setterberg, Technical Expert, Volvo Car Corporation, Sweden

Dr. Ralf Kümper, Vice President and General Manager, LEAR Corporation GmbH, Germany

Andreas Maashoff, Director Industrial Design & Craftsmanship, Consumer & Market Research, Johnson Controls GmbH, Germany

Prof. Dr. Peter Vink, Faculty of Industrial Design Engineering, TU Delft, The Netherlands

Maxime Samain, Advanced Development Manager, Leggett & Platt Automotive Europe Headquarters GmbH, Germany

Katherine Arthurs, Ergonomics Engineer, Leggett & Platt Group North America, US

Stefan Buri, Global Director Marketing Automotive, Stahl Holdings bv, The Netherlands

Michel Baumgartner, Secretary General, EUROPUR/EUROMOULDERS, Belgium

Dr.-Ing. Andreas Braun, Head of Department ‘Interactive Multimedia Appliances’, Fraunhofer Institute for Computer Graphics Research IGD, Germany

Xuguang Wang, PhD, Directeur de recherche/Senior researcher, IFSTTAR, France

Ivana Cujic, Institut für Textiltechnik (ITA) Abteilung Fahrzeugsysteme, RWTH Aachen, Germany

Maxim Smulders, Faculty of Industrial Design Engineering, TU Delft, The Netherlands

Dr. Udo Schultheis, Director and Senior Expert, Human Factors and Ergonomics, ZODIAC SEATS, US

Baki Pala, Director Global Sales & Marketing, RECARO Automotive Seating, Germany

Caroline Lederle, Senior engineer, Product Engineer Trim Materials, LEAR Corporation GmbH, Germany

Philippe Charles, Accessories Engineering Manager & Expert, Faurecia Automotiv Seating, Magny, France

Dr. Pauline Vitoux, Chemical Engineer, Foam Manufacturing Engineering, Johnson Controls, France

Aurélie Fleche, Project Leader New Technologies, Foam Manufacturing Engineering, Johnson Controls, France

Dr. Sébastien Gentil, Laboratory / CoE Manager, SCO Foam Manufacturing Engineering, Johnson Controls, France

Dr. Nikica Hennes, Vehicle Interior Technologies, Ford-Werke GmbH, Germany

Philipp Wolf, Vehicle Interior Technologies, Ford-Werke GmbH, Germany

Muyoung Kim, Research Engineer, Seat system Engineering Design Team, Hyundai-Motor R&D, South Korea

Katherine Arthurs, Ergonomics Engineer, Leggett & Platt Group North America, US

Dr. Udo Schultheis, Director and Zodiac Aerospace Senior Expert of Human Factors & Ergonomics, Zodiac Seats US LLC

To Register | T +49 (0)30 20 91 33 88 | F +49 (0)30 20 91 32 10 | E eq@iqpc.de | www.seating-conference.com/MM
Towards a lightweight seat with optimum comfort

- What is the ideal seat contour based on the human contour?
- Where is the human body sensitive and what is the consequence for seat design?
- Where does the user need support in the buttock, under the legs, in the lumbar area, upper back and head/neck?
- What is the minimum of support needed?
- A first suggestion for a lightweight seat is given.

Sensitivity of the back and buttock translated into three ideas for car seats

- Goal/research question (Which area of the back and buttock is most sensitive?)
- Research method (recording maximum allowed forces at 24 spots on the human body - 23 subjects, 21-56 years old)
- Results (significantly most sensitive areas)
- Presentation of three lightweight car seat examples (based on the findings)

Based on these data groups are asked to come up with ideas for a minimal seat (light weight and still optimal comfort). The results will be shared and discussed.

Prof. Dr. Peter Vink, Faculty of Industrial Design Engineering, TU Delft, The Netherlands
Maxim Smulders, Faculty of Industrial Design Engineering, TU Delft, The Netherlands

Conference Day 1 | Tuesday, 16 February 2016

08:45 Registration & welcome coffee

Who is Who
Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference. In cooperation with FUJIFILM

09:30 Chairman's welcome & opening address
Dr. Ralf Kümper, Vice President and General Manager, LEAR Corporation GmbH, Germany

09:40 Three ways to look at the future - How to move from insights to product
Andreas Maashoff, Director Industrial Design & Craftsmanship, Consumer & Market Research, Johnson Controls GmbH, Germany

10:20 Speed Networking
Maximise your time at this event by participating in these fast paced 1-to-1 meetings. Get to know the other attendees and exchange your business cards. Have your business cards ready!

11:00 Coffee break and networking opportunity

11:30 Panel Discussion
The future challenge of global 1st tier seating systems suppliers
- What are the future expectations of the different OEMs?
- Innovators or Builders-to-Print?
- Full system responsibility or extended workbench?
- System approach or component approach?
- What is the right level of vertical integration?

Moderated by:
Dr. Olaf Biedermann, Director Innovation Europe Faurecia dWorks, Faurecia Autositze GmbH, Germany

12:10 Smart interior surfaces premiering in the Rinspeed ∑tos concept car
- “Not-seen” surface technologies enhancing the customer experience, such as the all new glow-in-the-dark technology for interior materials
- Stay Clean technology to protect pale colored seats and interior trims.
- Interior materials of the future will be green and clean
Stefan Buri, Global Director Marketing Automotive, Stahl Holdings bv, The Netherlands

12:50 Networking luncheon
Panel Discussion: Is lightweight seat design always a compromise?
- Lightweight versus cost?
- Lightweight versus comfort?
- How to overcome the challenge?

Lightweight performance in seat structures and frames

14:20 Master Model-Driven Automation of Seat Trim Engineering
- Using a Master model-structured definition to automate the creation of cost data, BOM, engineering/manufacturing data
- Reducing reliance on prototypes by virtual simulation of manufacturing operations
- Accurately developing trim cost estimate by basing cost on trim cover features rather than historical data
- Standardizing global engineering processes by linking geometric/non-geometric trim data from design to manufacturing

Julian Vallois, Presales Consultant, Siemens PLM Software

Smart textiles

14:20 From cow to car
- Challenges leather for car seats
- Lear’s solutions for successful integration of leather in car seats
- Prospect: Next generation trim technology Lear’s “LC3”

Caroline Lederle, Senior Engineer, Product Engineer Trim Materials, LEAR Corporation GmbH, Germany

15:00 Lightweight seat accessories
- Stronger and stiffer headrests & armrests
- New materials
- New manufacturing processes
- Complete seat system solutions

Philippe Charles, Accessories Engineering Manager & Expert, Faurecia Automotiv Seating, Magny, France

Comfort of car seats – Influence of textiles
- Meaning of comfort
- Assessment of comfort
- Investigations of spacer textiles

Ivana Cujic, Scientific Assistant, Institut für Textiltechnik of RWTH Aachen University (ITA), German

15:40 Coffee break and networking opportunity

Emission in Automotive Interior

Low Emissions Molded Solutions for Seating meeting stringent OEM requirements - Application to Enhanced Comfort Foam
- Molded PU foam formulation and emissions
- First generation of low VOC Foam, limitations and new challenges
- Improved generations low Emission solutions, application on high comfort foam
- Next generation very low Emission solution: What is achieved

Pauline Vitoux, Chemical Engineer, Foam Manufacturing Engineering, Johnson Controls, France

Aurélie Fleche, Project Leader New Technologies, Foam Manufacturing Engineering, Johnson Controls, France

16:00 Forta H-Series: New MnCr materials for automotive seating construction
- Rising expectations regarding automotive construction materials
- New ultra high strength MnCr materials with enhanced formability
- Results concerning processability, energy absorption / crash resistance and lightweight potential

Claire Heidecker, Sr. Technical Manager, Outokumpu EMEA GmbH, Germany

Panel Discussion: Is lightweight seat design always a compromise?
- Lightweight versus cost?
- Lightweight versus comfort?
- How to overcome the challenge?

Moulded PU Foam: REACH and Emissions Testing – An overview of past issues and next challenges
- REACH authorization and restriction, what is the difference?
- Substances under scrutiny used in foam production
- Emissions testing from PU foam – history and next challenges

Michel Baumgartner, Secretary General, Euro-Moulders, France

Dr. Sébastien Gentil, Laboratory / CoE Manager, SCO Foam Manufacturing Engineering, Johnson Controls, France

16:50

17:30 Closing remarks of the chairman & end of conference day one

18:10 Casual Evening Event
Join us for an informal evening get-together! This is an excellent opportunity for you to meet the other attendees and make new business contacts.
08:30  Registration & morning coffee

09:00  Chairman’s welcome & opening address  
Dr. Ralf Kümper, Vice President and General Manager, LEAR Corporation GmbH, Germany

09:10  Comfort and Emotions  
- The reality: Rush hours, increased traffic, and stress  
- The representation of the outside world in the brain  
- Comfort to be understood as: subjective, affected by various factors, and as a reaction to the environment  
- From the input/output schema of comfort to the safety aspect of comfort  
Dr. Udo Schultheis, Director and Zodiac Aerospace Senior Expert of Human Factors & Ergonomics, Zodiac Seats US LLC

09:50  Seat design for feeling refreshed after sitting  
- Health and vitalisation get more attention  
- Ideally, after a long drive or flight you should feel fit and refreshed  
- By adding simple seat features it is possible to have fun in exercising  
- Two examples will be presented of changes to seats  
- Scientific experiments show that users feel significantly more refreshed after sitting  
Prof. Dr. Peter Vink, Faculty of Industrial Design Engineering, TU Delft, The Netherlands

10:30  Panel Discussion: Active and Healthy Sitting  
- How to facilitate motion during sitting for vehicle drivers and public transportation passengers  
- Positive effects of active seat concepts during long-term sitting  
- Physiological and psychological effects of active sitting  
Dr. Susanne Frohriep, Development Engineer Ergonomics, Research & New Technology - Seating Systems, Grammer AG, Germany, Participant: Stefan Maul, Design Interieur Technik, AUDI AG, Germany, Katherine Arthurs, Ergonomics Engineer, Leggett & Platt Group North America, USA, Dr. Udo Schultheis, Director and Zodiac Aerospace Senior Expert of Human Factors & Ergonomics, Zodiac Seats US LLC, USA

11:00  Coffee break and networking opportunity

11:30  Active wellness – A Smart & personal comfort seat concept  
- Contactless and invisible biometric sensors  
- Driver’s status by measuring heart and respiration rates  
- Diagnose the occupants energy and stress levels  
- Well-being: Tailored and personal comfort programs  
Dr. Olaf Biedermann, Director Innovation Europe Faurecia dWorks, Faurecia Autositze GmbH, Germany

12:10  Aging in 3rd Age Suit  
- Aging population  
- Aging effects and the 3rd Age Suit  
- What’s new in 3rd Age Suit?  
- Examples of features with benefits for 3rd age  
- 3rd age and seating  
Dr. Nikica Hennes, Vehicle Interior Technologies, Ford-Werke GmbH, Germany, Philipp Wolf, Vehicle Interior Technologies, Ford-Werke GmbH, Germany

12:50  Ventilation seat of the new structure developed through the ventilation performance optimization studies  
- As Ventilation Seat are becoming popular and extended to compact car, field claims for unsatisfactory performance is also increasing  
- Hole Location Control by analysing Body pressure distribution pattern, Loss ratio and CAE  
- New structure of ventilation: reduces the cost and does not change the performance in accor dance with the assembly  
Muyoung Kim, Research Engineer, Seat system Engineering Design Team, Hyundai Motors, South Korea

13:30  Networking luncheon

14:30  Research and thoughts on comfort at Volvo  
- Results from customer research in Germany, US and China  
- Comfort evaluation and process  
- Thoughts on comfort of a new sport seat  
Peter Setterberg, Technical Expert, Volvo Car Corporation, Sweden

15:10  Digital human modeling for vehicle packaging and seating (dis)comfort  
- An overview of existing human models for simulating automotive comfort and safety  
- Preferred driving posture for vehicle interior design  
- Seating discomfort criteria and simulation by digital human models  
- Current researches on human modeling and seating at LBMC IFSTTAR-UCBL  
Xuguang Wang, Directeur de Recherche (Senior Researcher), IFSTTAR - Institut Français des Sciences et Technologies des Transports, de l’Aménagement et des Réseaux, France

15:50  The Human Element in Thermal Comfort Systems  
- Thermal regulation of a human body  
- Thermal perception  
- Influence on the design of thermal comfort products  
Todd Barnhart, Director of Applications Engineering – Europe, Gentherm GmbH
16:30 Coffee break and networking opportunity

---

17:00 Seating for autonomous driving

**From driver to passenger - The future role of the vehicle seat in autonomous driving**

- Autonomous driving will alter the demands on vehicle seats dramatically
- Over the next 10 to 20 years the focus of seat development will change from “driver centered” to “passenger centered” – with a highly flexible resting and working environment during the trip as major requirement
- Safety requirements on one hand and additional active comfort functions on the other hand will create new challenges for the industry
- RECARO Automotive Seating – product group of Johnson Controls – with its history of more than 50 years as a seat supplier is well prepared for these challenges – with research, ideas, concepts and first projects BL

Baki Pala, Director Global Sales & Marketing, RECARO Automotive Seating, Germany

---

17:40 What are the latest comfort trends and latest comfort expectations and do we see impact of autonomous car driving influencing the expectations?

- Overview of latest comfort trends/products and updated comfort expectations (partly related to autonomous car driving)
- Brief insight in some latest studies
- Benefits and best motion patterns for automotive seating massage
- Perception of comfort differences between genders and impact on lumbar specifications (University of Waterloo study)
- Increased seat adjustments zones and impact to comfort (shoulder, back bolster, cushion bolster), internal research and comfort studies

Maxime Samain, Global Advanced Development Manager, Leggett & Platt Automotive Europe Headquarters GmbH, Germany

Katherine Arthurs, Ergonomics Engineer, Leggett & Platt Group North America, US

---

18:20 Seating sensing systems

**Opportunities of invisible, integrated sensing systems in car seats**

- Introduction to electric field sensing
- Applications of invisible sensors in cars
- CapSeat - activity recognition using capacitive proximity sensors
- Functional textiles and sensing

Dr. Andreas Braun, Head of Department - Interactive Multimedia Appliances, Fraunhofer Institute for Computer Graphics Research IGD, Germany

---

19:00 Closing remarks of the chairman & end of conference
“You can succeed on your own terms but you can’t succeed alone”

Join our interactive workshops and benefit from in-depth sessions, hosted by selected industry experts. Our industry experts will share their expertise with a limited group of peers. Our workshop leaders provide in-depth knowledge and will actively foster open exchange and discussion to help you face challenges, discover solutions, and make decisions crucial to business excellence.

08:30 Registration & welcome coffee

10:30 Morning coffee break & networking opportunity

09:00 - 12:00
What are the latest comfort trends and latest comfort expectations and do we see impact of autonomous car driving influencing the expectations?

Actively experience the different topics from the presentation with more in depth focus on each item with possibilities to test the latest comfort trends/products and understand the updated comfort expectations (partly related to autonomous car driving), also a deeper insight in some latest studies can be experienced:

- Benefits and best motion patterns for automotive seating massage
- Perception of comfort differences between genders and impact on lumbar specifications (University of Waterloo study)
- Increased seat adjustments zones and impact to comfort (shoulder, back bolster, cushion bolster), internal research and comfort studies

Maxime Samain, Global Advanced Development Manager, Leggett & Platt Automotive Europe Headquarters GmbH, Germany
Katherine Arthurs, Ergonomics Engineer, Leggett & Platt Group North America, US

09:00 - 12:00
Automotive textiles – New fabrics, no emissions, advanced applications

As a result of higher demand for increased comfort and improved safety, the use of textile materials has increased. In the drive towards lowering weight for reducing both fuel consumption and CO₂ emissions, many current developments are including new uses for fabrics.

In this workshop we will discuss:

- Advanced material applications in automotive seating
- Anti-stain, antimicrobial, anti-odour and antistatic performance
- Improved seating comfort
- Reducing interior emission

Egon Förster, Managing Director, Fiber Engineering GmbH
13:00 - 16:00

**Light weight seat structures and frames - Front seat, rear seat, thin seat**

The main focus in research and development is on eliminating weight in automotive seats without compromising structural and safety performance, passenger comfort and visual appeal.

Get insights in this workshop and discuss the following topics:

- Composites in seating systems as an opportunity to make revolutionary design changes
- Improving seat packaging efficiency by reducing the number of parts and different materials used
- Fewer parts and less material to create a slimmer contour and providing passengers with greater interior space and legroom

Meinhard Behrens, Acquisition Director, Faurecia Autositze GmbH

---

13:00 - 16:00

**Seating Comfort - Measurement, design, evaluation**

The triumphant advances of the automobile can be denoted by the fact that the vehicle by itself, combined with the possibilities of using it, has been always orientated on the needs of the users (drivers and the loading - i.e. passengers, baggage, cargo, etc.).

Thus, the actual needs have been always the driving force for new technological developments (family cars, sports cars, recreation vehicles, trucks etc.).

Currently, the industry is already testing auto-piloted “self-thinking” and “self-driving” cars and it is about time to question in which direction further developments will bring us.

This makes it more and more necessary to think about human needs and capabilities out of the scientific point of view.

Human Factors is a multi-disciplinary field incorporating contributions from psychology, physiology, engineering, industrial design, graphic design, statistics, operations research and anthropometry. In essence it is the study of designing equipment and devices that fit the human body and its cognitive abilities.

Besides “look” and performance of a car “comfort” developed within the last decades to a major selling point, and is thought to play an increasingly important role in product-buying decisions. As a result the term “comfort” is used ubiquitous by engineers, marketing, sales, customers, and many other entities, however, while it is not known if everybody has a common understanding of the term, it can be assumed that everybody at least has something in mind when talking about comfort.

The guiding principle for all methods used in human factors/ergonomics is embedded in the simple realization that a product by itself can never be comfortable and that it only becomes comfortable (or not) when it is in use.

The workshop will introduce modern means of measuring comfort (as a product of a subjective experience which is affected by various factors, in interaction with a reaction to the environment). The focus of this workshop is on both, presentation of the latest scientific findings in this field and active participation of the attendees.

Dr. Udo Schultheis, Director and Zodiac Aerospace Senior Expert of Human Factors & Ergonomics, Zodiac Seats US LLC

---

16:00 End of conference day
11th International Conference

Innovative Seating 2016

15 - 18 February 2016 | Hilton Hotel, Dusseldorf, Germany

THE DELEGATE FEE INCLUDES THE FOLLOWING SERVICES:
- Access to the purchased conference packages
- Catering during the entire conference
- Conference documentation

4 Ways to Register

Fax: +49 (0)30 20 91 32 10
Post: IQPC Gesellschaft für Management Konferenzen mbH
Friedrichstraße 94
1017 Berlin, Germany
Online: www.seating-conference.com/MM
Email: eq@iqpc.de
For further information
Phone: +49 (0)30 20 91 33 88

Venue and Accommodation

Hilton Hotel
Georg-Glock-Straße 20
40474 Dusseldorf
Phone: +49 211 43770
info.duesseldorf@hilton.com

Accommodation: A limited number of reduced rate rooms are available at the conference hotel. Please always quote the booking reference IQPC-Berlin. Hotel accommodation and travel costs are not included in the registration fee.

Conference Packages

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Standard Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package 2 day conference</td>
<td>€ 2.699,- +VAT</td>
</tr>
<tr>
<td>Silver Package 2 day conference plus 1 workshop</td>
<td>€ 3.199,- +VAT</td>
</tr>
<tr>
<td>Gold Package 2 day conference plus 2 workshops or pre-conference day</td>
<td>€ 3.499,- +VAT</td>
</tr>
<tr>
<td>Platin Package 2 day conference plus pre-conference day plus 1 workshop</td>
<td>€ 3.799,- +VAT</td>
</tr>
<tr>
<td>Titanium Package 2 day conference plus pre-conference day plus 2 workshops</td>
<td>€4.099,- +VAT</td>
</tr>
</tbody>
</table>

EVERY REGISTRATION INCLUDES A COMPLIMENTARY MEMBERSHIP TO AUTOMOTIVE IQ

15 - 18 February 2016

The delegate fee includes the following services:
- Access to the purchased conference packages
- Catering during the entire conference
- Conference documentation

4 Ways to Register

Fax: +49 (0)30 20 91 32 10
Post: IQPC Gesellschaft für Management Konferenzen mbH
Friedrichstraße 94
1017 Berlin, Germany
Online: www.seating-conference.com/MM
Email: eq@iqpc.de
For further information
Phone: +49 (0)30 20 91 33 88

Venue and Accommodation

Hilton Hotel
Georg-Glock-Straße 20
40474 Dusseldorf
Phone: +49 211 43770
info.duesseldorf@hilton.com

Accommodation: A limited number of reduced rate rooms are available at the conference hotel. Please always quote the booking reference IQPC-Berlin. Hotel accommodation and travel costs are not included in the registration fee.

Conference Packages

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Standard Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package 2 day conference</td>
<td>€ 2.699,- +VAT</td>
</tr>
<tr>
<td>Silver Package 2 day conference plus 1 workshop</td>
<td>€ 3.199,- +VAT</td>
</tr>
<tr>
<td>Gold Package 2 day conference plus 2 workshops or pre-conference day</td>
<td>€ 3.499,- +VAT</td>
</tr>
<tr>
<td>Platin Package 2 day conference plus pre-conference day plus 1 workshop</td>
<td>€ 3.799,- +VAT</td>
</tr>
<tr>
<td>Titanium Package 2 day conference plus pre-conference day plus 2 workshops</td>
<td>€4.099,- +VAT</td>
</tr>
</tbody>
</table>

EVERY REGISTRATION INCLUDES A COMPLIMENTARY MEMBERSHIP TO AUTOMOTIVE IQ

Pre-Conference Day: I want to book the Pre-Conference Day on Monday, 15 February 2016

Please indicate your choice of workshop on Thursday, 18 February 2016:
- Workshop A: What are the new latest comfort trends and latest comfort expectations and do we see impact of autonomous car driving influencing the expectations?
- Workshop B: Automotive textiles – New fabrics, no emissions, advanced applications
- Workshop C: Light weight seat structures and frames - Front seat, rear seat, thin seat
- Workshop D: Seating Comfort - Measurement, design, evaluation

Please indicate your choice of workshop on Thursday, 18 February 2016:
- Workshop A: What are the new latest comfort trends and latest comfort expectations and do we see impact of autonomous car driving influencing the expectations?
- Workshop B: Automotive textiles – New fabrics, no emissions, advanced applications
- Workshop C: Light weight seat structures and frames - Front seat, rear seat, thin seat
- Workshop D: Seating Comfort - Measurement, design, evaluation

Payment Methods

Pay by Bank Transfer Quoting Reference DE 11296.010:
IQPC Gesellschaft für Management Konferenzen mbH,
HSBC Trinkaus & Burkhardt AG,
IBAN: DE32 3003 0880 0430 0760 19, SWIFT/BIC: TUBDDEDD

BY CREDIT CARD: Please debit my credit card
Card No
Expiry date
Security code
Cardholder’s name
Signature
Card billing address (if different from Company address)

BY CHEQUE: Made payable to IQPC Gesellschaft für Management Konferenzen mbH

Payment Terms

Payment is due on receipt of the invoice.

Cancellations and Substitutions

CANCELLATIONS AND SUBSTITUTIONS
DELEGATES MAY BE SUBSTITUTED AT ANY TIME.IQPC GESSELLSCHAFT FÜR MANAGEMENT KONFERENZEN MBH DOES NOT PROVIDE REFUNDS FOR CANCELLATIONS. HOWEVER, SHOULD WRITTEN NOTICE OF CANCELLATION IS RECEIVED MORE THAN SEVEN (7) DAYS PRIOR TO THE CONGRESS, A CREDIT TO THE VALUE PAID AT THAT DATE WILL BE ISSUED, WHICH MAY BE USED AGAINST ANOTHER IQPC GMBH CONFERENCE OR EVENT FOR UP TO ONE YEAR FROM ITS DATE OF ISSUE. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN, NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR EVENT. IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE IS THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT. VALID FOR ONE YEAR FROM THE DATE OF ISSUE. IQPC GMBH IS NOT RESPONSIBLE FOR ANY LOSS OR DAMAGE AS A RESULT OF A SUBSTITUTION, ALTERATION, POSTPONEMENT OR CANCELLATION OF AN EVENT DUE TO CAUSES BEYOND ITS CONTROL INCLUDING, BUT NOT LIMITED TO, NATURAL DISASTERS, SABOTAGE, ACCIDENT, TRADE OR INDUSTRIAL DISPUTES OR HOSTILITIES. YOUR DETAILS WILL BE PROVIDED TO OUR CUSTOMER SERVICE MANAGER IF YOU PREFER NOT TO GET INFORMATION FROM US BY EMAIL OR PHONE ANYMORE. SPEAKER CHANGES OCCASIONALLY IT IS NECESSARY FOR REASONS BEYOND OUR CONTROL, TO ALTER THE CONTENTS AND TIMING OF THE PROGRAMME OR THE IDENTITY OF THE SPEAKERS. DATA PROTECTION PERSONAL DATA IS GATHERED IN ACCORDANCE WITH THE DATA PROTECTION ACT 1998. YOUR DETAILS MAY BE PASSED TO OTHER COMPANIES WHO WISH TO COMMUNICATE WITH YOU OFFERS RELATED TO YOUR BUSINESS ACTIVITIES. IF YOU DO NOT WANT TO RECEIVE THESE OFFERS, PLEASE TICK THE BOX BELOW.

Please do not pass my information to any third party.

© IQPC GESSELLSCHAFT FÜR MANAGEMENT KONFERENZEN MBH